

ORDER



KLAS

Mike Jones

K-WAS

National

Orders Order / Rev: 37565
 Alt Order #: 08879624
 Product Desc: Issue
 Estimate: 2028
 Flight Dates: 10/11/12 - 10/20/12
 Original Date / Rev: 10/10/12 / 10/16/12
 Order Type: GENERAL

Primary AE:
 Sales Office:
 Sales Region:

Agency Name: Waterfront Strategies
 Buying Contact:
 Billing Contact:
1010 Wisconsin Avenue
Washington, DC 20007

Billing Type:
 Billing Calendar:
 Billing Cycle:
 Agency Commission:

Advertiser Name: HMP - AFSCME
 Demographic: A25-54
 Product Codes: PO4
 Priority: LV1
 Revenue Codes: AGY, POL, ISS

New Business Thru:
 Order Separation:
 Advertiser External ID:
 Agency External ID:

Bill Plan

Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/19/12	38	\$85,500.00	\$72,675.00

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	38	\$85,500.00	\$72,675.00	0.00
Totals	38	\$85,500.00	\$72,675.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
-------------------	--------------	--------------	-----------------------	---------

Mike Jones	Start Of Order - End Of Order			100%
------------	-------------------------------	--	--	------

Order Share

	Share	Total
KLAS	30%	\$85,500.00

Market	100%	\$285,000.00
--------	------	--------------

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$71,250.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$14,250.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	8	10/15/12	10/19/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	2	\$1,400.00	LV1	0.00	NM	2	\$2,800.00	
8 NEWS NOW AT 6A																
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/15/12		10/21/12		MTWTF--		2		\$1,400.00		0.00						
E 2	8	10/15/12	10/19/12	CBS This Morning	7-9a	CM	7-9a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
CBS This Morning																

Order / Rev: **37565**
Alt Order #: **08879624**
Flight Dates: **10/11/12 - 10/20/12**

Advertiser: HMP - AFSCME
Product Desc: Issue
Estimate: 2028

KLAS

Order / Rev: 37565
 Alt Order #: 08879624
 Flight Dates: 10/11/12 - 10/20/12

Advertiser: HMP - AFSCME
 Product Desc: Issue
 Estimate: 2028

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	8	10/13/12	10/13/12	8 News Now Sat 5-7p	CM	5-7p	-----S-	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
8 News Now Sat 5-7p (5:00 PM-5:30 PM)															
8 NEWS NOW AT 5PM-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		2				\$2,500.00		0.00			
E 13	8	10/13/12	10/13/12	8 News Now Sat 5-7p	CM	5-7p	-----S-	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 News Now Sat 5-7p (6:30 PM-7:00 PM)															
8 NEWS NOW AT 630PM-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$2,500.00		0.00			
E 14	8	10/15/12	10/19/12	7-8p Rotator 7-8p Rotator	CM	7-8p	MTWTF--	:30	2	\$3,500.00	LV1	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		2				\$3,500.00		0.00			
E 15	8	10/19/12	10/19/12	Fri 9-10p Made In Jersey	CM	9-10p	-----F--	:30	1	\$10,000.00	LV1	0.00	NM	1	\$10,000.00
CSI NY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----F--		1	\$10,000.00			0.00					
Spot	Ch	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	8	10/15/12-10/21/12		Fri 9-10p		9-10p				-----F----	:30	\$10,000.00	0.00	NM	
See MG 15.2 [Due Program Change To "CSI NY" - bco]															
2	8	10/19/12-10/19/12		Fri 8-9p		8-9p				-----F----	:30	\$10,000.00	0.00	NM	
(M) MG for 15.1 10/19															
E 18	8	10/15/12	10/19/12	8 News Now 11p M-F	CM	11-1135p	MTWTF--	:30	3	\$2,700.00	LV1	0.00	NM	3	\$8,100.00
8 News Now 11p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		3	\$2,700.00			0.00					
E 19	8	10/13/12	10/14/12	8 News Now 11p Sa/SuCM	CM	11-1135P	-----SS	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00
8 News Now Sa/Su 11p															
8 NEWS NOW AT 11PM-WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----SS		1	\$1,500.00			0.00					
E 20	8	10/15/12	10/19/12	Letterman Letterman	CM	1135p-1237a (11:35 PM-12:37 XM)	MTWTF--	:30	3	\$1,200.00	LV1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		3	\$1,200.00			0.00					
N 21	8	10/11/12	10/11/12	Thu 10-11p Person Of Interest	CM	10-11p	---T---	:30	1	\$8,500.00	LV1	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1	\$8,500.00			0.00					
N 22	8	10/16/12	10/16/12	Tue 9-10p NCIS: LA	CM	9-10p	-T-----	:30	1	\$8,500.00	LV2	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----		1	\$8,500.00			0.00					
N 23	8	10/14/12	10/14/12	Sun 4-5P Elec Playgrou&M 4-5p Electric Playgrnd 2x	CM	4-5p	-----S	:30	1	\$700.00	LV1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$700.00			0.00					

Totals 38 \$85,500.00